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MARKETING ACTIVITIES

August 1943

Issued monthly by Food Distribution Administration
U.S. DEPARTMENT OF AGRICULTURE

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WAR WORKERS DISCOVER NUTRITION

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War workers are finding that a couple of soggy sandwiches and a bottle of pop for lunch are indirectly sabotaging the war effort. The FDA is helping them obtain meals that stick to their ribs.

ANY ICE TODAY?

By Joe Boyle. Page 9

Whoever thought we would have an ice shortage? Yet--here and there --that is what has happened. The situation, as we say in the Government, will stand close scrutiny.

POTATOES HIT THE HEADLINES

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After languishing in dark cellars and warehouses all these years, the lowly spud at last has burst into the limelight. The latest flash: There are lots of potatoes.

FIGHTING FOOD

By Elinor Price. Page 15

Meat marketing is a complex problem at any time. Now add the war, shortages, demand, a few other factors, and--well, it makes a Chinese puzzle look as easy as 2 and 2.

SCHOOL LUNCHES--1943 EDITION

By Catherine M. Viehmann. Page 19

The FDA, through funds made available by Congress last year, has been cooking up something good for the school kids. You guessed it. A new school lunch program.

RICE FACTS

By Margaret E. Beckman Page 23

Rice and China are as closely associated as Hitler and heel in most peoples' minds. But your rice came from the Deep South. 'Deed it did, sun. 'Deed it did.

--V--

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WAR WORKERS DISCOVER NUTRITION

. . . By Betty Reef

"You can't breakfast like a bird and work like a horse."

"A goofy lunch pulls your punch."

"There's fightamins in fruits and vegetables."

Anybody could heed those slogans and end up with more pep on the job. But Walt Disney, who thought them up and put Donald Duck and Pluto to acting them out on posters, had war industry workers in mind. And well he might.

Take the case of George Carson. George works at a plant turning out cartridges--an up-to-date plant as far as cartridges are concerned but pretty primitive when it comes to eating facilities for the employees. So when the noon whistle blows, George runs across the street to Hamburger Harry's (Ladies Invited) and gets a sandwich and a bottle of pop. If the place is crowded, and that's frequently the case, he wanders back to the plant and gets a candy bar out of the vending machine. Of course his output falls off during the afternoon; a man can't do a man's work on a candy bar alone.

The Problem

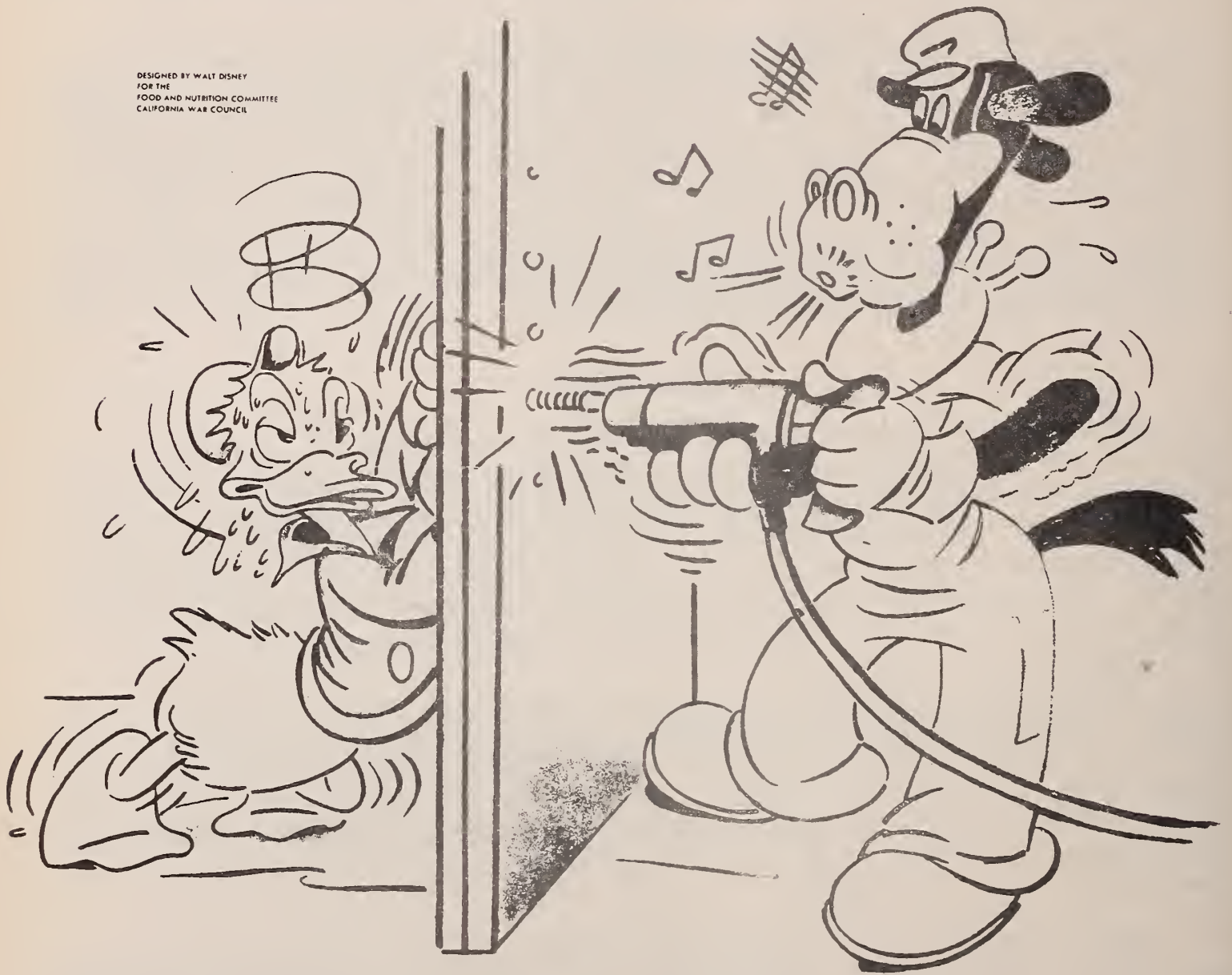
The case of George Carson is roughly illustrative of the entire problem of industrial nutrition. Hard work demands energy, physical fitness. To keep up a consistently high rate of production for war, workers must have well-balanced, adequate supplies of proteins, calories, vitamins, and minerals--three good square meals a day, in other words. It is a very simple way to improve workers' health and morale, keep them on the job, and raise the production rate.

That's what the Bendix Aviation Corporation plant at Towson, Md. found. There, workers on all shifts can get breakfast and lunch. The specials at 25 cents and 40 cents include meat or an alternate such as eggs, fish, soybeans; a potato; a green or yellow vegetable; bread and butter; fruit; and a beverage. Scientific cooking preserves food value and flavor. Colorful fruits and vegetables are arranged to catch the eye, to put zip in the meal.

Bendix night shift workers now eat raw fruit or vegetable salads and drink orange juice. Milk sales have jumped; 45 percent of Bendix people drink it and the rest eat it in custards and puddings. Folks who never tasted soybeans before have been initiated into the benefits of this rich protein food via stews, soups, and side dishes. The chef uses soya bean paste as a "meat extender."

you can't
breakfast like a bird
and work like a horse!

DESIGNED BY WALT DISNEY
FOR THE
FOOD AND NUTRITION COMMITTEE
CALIFORNIA WAR COUNCIL



THIS IS A GOOD BREAKFAST

Grapefruit, orange juice, melon or berries. Coffee.
Oatmeal or other cereal with milk. Eggs now and then.
2 slices whole wheat or enriched bread and butter.

This nutrition program at Bendix didn't "just happen." The management hired Mildred Hearn, a nutritionist, to look after the diets of the workers. Miss Hearn is a member of Maryland's Nutrition-in-Industry Committee, which encourages other Maryland industries to follow the Bendix pattern and establish in-plant food service. Their work has just begun. Of 500 large plants in the area, about 40 have in-plant feeding facilities. Many of these serve only coffee. In others, spaghetti and meat balls are the usual special.

In Springfield, Mass., the local Red Cross stepped in and solved the industrial feeding problem, until a large ordnance plant could open its cafeteria for round-the-clock business. This particular plant had a large night force with no restaurants open to serve night workers. The management appealed to the Red Cross for emergency canteen service until the cafeteria could be completed. Using a school kitchen, the Red Cross Canteen Corps prepared sandwiches, hot soup, and coffee. With the help of the Volunteer Motor Corps, nutritious food was there at 3 o'clock every morning. The Red Cross is always ready in an emergency; and the local chapter considered this particular feeding problem to be an emergency.

Reduced Absenteeism

One Los Angeles industry reduced absenteeism more than 50 percent in a few months after adopting a nutrition program offered by that city's nutrition committee. In a Midwestern plant, absenteeism was cut 19 percent in the first 4 months after "Victory Lunches"--meals that include the "basic 7"--were introduced. The "basic 7" refers to food groups: Green and yellow vegetables; oranges, tomatoes, grapefruit; potatoes and other vegetables and fruit; milk and milk products; meat, poultry, fish, eggs, soybeans, dried beans; bread, flour, cereals; butter and fortified margarine. For good nutrition, food from each group must be eaten daily.

Impetus to the industrial nutrition campaign, on a national scale, comes from the Food Distribution Administration in Washington. Each of the seven regional offices of the FDA is staffed with industrial nutritionists who function mainly as advisers to State and local groups. These are the State and local nutrition-in-industry committees.

The committees provide guidance on basic menu patterns and food values. They arrange for employee nutrition education through articles in plant and union magazines, posters, forums, talks to workers by nutritionists. They try to improve food standards of workers' families by changing food habits through instructions and demonstrations to wives of workers.

At the Bendix plant, for example, a "did you know" series is run at the bottom of menus. That way workers carry information home to improve the nutrition of the whole family. One woman worker, homemaker for a family of "big pie and cake eaters," tells how she learned to like custards, baked apple, and fruit at the plant cafeteria. Now she pre-

parees these desserts at home and her family never misses the pies and cakes.

Though it sounds almost unbelievable, the fact is that most people simply do not know what to eat. Science is rapidly passing on to all of us its discoveries, but there's a lot of barren or heavily weeded ground to cover. Food habits change very slowly, and the nutrition committees have a perennial food education problem on their hands.

Results are apparent more immediately when it comes to specific nutrition problems. For example, food information was translated into Spanish by one California nutrition-in-industry committee to educate Mexican workers in Southern California and New Mexico. Finding, for instance, that some Mexican women boiled grapefruit, volunteers helped the Mexicans to improve food habits by teaching them about unfamiliar foods and ways to cook them.

This committee's actions are coordinated with those of the California State Nutrition Committee. Similarly organized committees, composed of representatives of college home economics bureaus, State health departments, public school officials, medical and health associations, American Red Cross, labor and industrial organizations, farm groups, and family welfare agencies, are active in every State. And more than 2,000 counties have nutrition committees, many of them with subcommittees on nutrition in industry.

Nutrition Committee

A recent conference sponsored by the Indiana State Nutrition-in-Industry Committee, resulted in requests for nutrition education from 17 war plants. Similar conferences in other parts of the country show that labor, management, and all the rest of us are anxious to beat the problem.

Undoubtedly it is a difficult problem--and there really is no uniform way of handling it. Workers may report to plants in outlying districts or small communities with few or no nearby eating places. In some plants, which extend over great tracts, short lunch periods make it almost impossible to get away from the factory for meals. Or people moving into plants many miles from their home towns often have no home facilities for putting up box lunches.

Four methods of in-plant food service have been adapted to different working arrangements and eating habits. Centralized food service places cafeteria or service lunchrooms at accessible points within the plant. Or a central commissary prepares foods, which travel by food truck to stations in the work rooms. In some plants, a central cafeteria, supplemented by canteens located at convenient points, best serves the purpose. Others have box-lunch service with food prepared in plant kitchens or bought from an outside food purveyor.

In some cases, as at the Bendix plant, the management runs all cafeteria and lunch stands without profit and hires a good dietitian to supervise marketing and menu planning either in the plant kitchen or with the concessionaire. This is an ideal arrangement.

The Food Distribution Administration stands ready to assist State and local committees in any proposal for improving in-plant food service. It provides assistance in deciding the type of feeding equipment best adapted to the needs of an establishment and advises as to how to obtain that equipment. It brings to the attention of the War Manpower Commission and other agencies problems involved in recruiting, training, and retaining essential workers in restaurants and cafeterias. It consults with the Office of Price Administration about prices charged in eating establishments.

Better nutrition in industry is a direct contribution to the war effort. It is one of the essentials in keeping the stream of war goods flowing from the factories to the fighting fronts. There is much to be done--but--much is being done. As a matter of fact, more dinner pails than ever before are being filled with nutrition instead of just food.

--V--

WANTED: LETTERS
FROM FDA FIGHTERS

For all these long months we have been sending Marketing Activities to you FDA men in the armed service. We don't know where you are; we simply trust to the omnipotence of the Postal Service and address our little book something like this: Lt. John Doe, 308th Fighter Squadron, 31st Fighter Group, APW No. 874, C/O Postmaster, New York, N. Y. But we assume that you are in Tunisia, Sicily, Australia, India, the Solomon Islands, and other places all over the world.

What we're getting around to is this: We have been giving you a rough idea of the food situation at home. Now can you tell us a little about food in the places you have been? For example, do the Arabs eat ketchup on their eggs? And is it true that the bush men of Australia go for double chocolate milk shakes?

The censors won't let you talk about military matters, of course, and we'll check with the people at headquarters on any doubtful material. Naturally we don't want to give any aid and/or comfort to the enemy. But we would like to print any interesting "food letters" you send us. How about getting busy with the old pen?--Editor.

--V--

Butter in storage on August 1, 1943, totaled 209,845,000 pounds, compared with the 1938-42 August 1 average of 157,812,000 pounds. Of the total this year, 149,294,000 pounds were Government holdings.

FARM EMPLOYMENT
DOWN SEASONALLY

On August 1, 1943, approximately 11,020,000 workers were employed on farms. This compares with 11,749,000 workers on July 1, 1943, and 11,249,000 on August 1, 1942.

Many farmers are paying cash wages to members of their families, who, in ordinary times would receive only their "keep." These people are now classed as hired workers. But despite this shift in classification, hired workers each month this year have represented a smaller percentage of total employment than during 1942.

--V--

GOVERNMENT REDUCES
CANNED FOOD SET-ASIDE

It's good news for civilians.

Under an amendment to Director Food Distribution Order 22.4 to be issued soon, set-aside percentages will be reduced on the following canned products: Apples, fruit cocktail, beets, sweet corn, pumpkin or squash, lima beans, and tomato puree. Applesauce is excluded from the order.

These reductions, which are possible in view of revised estimates on the over-all Government requirements for these foods, will make available to civilians approximately 6-1/2 million more cases of these products than under the present set-aside percentages.

Changes in Government requirements will have no immediate effect on current ration point values of these canned fruits and vegetables since point values are determined primarily on the basis of actual, not prospective supplies.

--V--

Dried fruit packers must set aside for Government procurement their entire holdings and acquisitions of seven fruits during the 1943-44 season under a continuation of last year's program. The dried fruits are raisins, prunes, apples, apricots, peaches, pears, and currants. Continuation of the set-aside provisions was affected through extension of Food Distribution Order No. 16, amended to include dried currants and to tighten other provisions.

All of these dried fruits, except currants, were reserved in packers hands last year to assure the meeting of war requirements for these concentrated foods. Civilians' supplies will be provided this year, as last, through the release of quantities into regular trade channels. Last year, 234,000 tons of dried prunes and raisins were released.

ANY ICE TODAY?

. . . . By Joe Boyle

The iceman's song used to be--"Any ice today, lady?"

Now it's the lady who is anxiously asking--"Any ice today, mister?"

For ice--one of the most perishable commodities--is mighty scarce in certain sections of our country this summer. Hot weather, manpower shortages, diversion of ice manufacturing facilities for direct war use, and a greatly increased demand for ice--especially in cities whose populations have been swollen by large numbers of war workers with plenty of extra cash to spend--have all contributed to the problem.

The net result--ice shortages reported from certain localities--Denver, New Orleans, Charleston, Washington, D.C., and Chicago to date.

FDA Acts

Regional Directors of the Food Distribution Administration have gone into action in all localities where ice shortages have been reported, looking into the situation in cooperation with local authorities.

In general, the ice situation has been found to be not too serious. Ice manufacturing production is up 26 percent over the corresponding period last year, when some 34,500,000 tons were produced. According to the National Association of Ice Industries, there are approximately 6,500 ice manufacturing plants in the United States, with a total daily production capacity of 298,000 tons.

In Denver, however, special action was needed--and taken--by FDA in cooperation with local people to relieve a real emergency ice shortage and to assure shipment of Colorado's perishable wartime foods. The tonnage of perishable foods moved out of the Denver yards, as reported by one railroad, has more than trebled since last year.

Unusual war weather, manpower shortages, increased population, and extensive military movements were the primary reasons for the emergency ice situation in Denver. To meet it, the Food Distribution Administration, upon request of the local ice industry and in cooperation with the War Production Board, inaugurated a system of priorities for the purchase of ice. It was not ice rationing, however.

This is how the priority system worked. Essential users of ice--hospitals, shippers of perishable foods, and the military--were placed in Group 1. Priority certificates were issued to this group, entitling them to purchase 75 percent of the amount used during August and September of last year. So even essential users took a 25 percent cut in ice as one means of combating an emergency situation.

All other users of ice--including householders--were placed in Group 2. Priority certificates were not issued to these users, but ice delivery men supplying Group 2 were allowed to deliver half the ice they sold during August and September of 1942. In other words, less essential users were cut 50 percent, while essential users got a 25 percent cut.

The priority system in Denver will operate for 60 days during August and September--the peak months of ice consumption in that city. But before it went into effect, the FDA pointed out to ice handlers and to the public that the shortage was not the making of either the Government or the industry. It was one of the penalties of war, FDA said, and everybody had to make sacrifices to meet the emergency.

Emphasis was placed on fair and equitable distribution of the existing ice supply. Ice handlers were told that only with their help could such distribution be made. If it became necessary to determine the needs of one customer against another, the decision was left up to the delivery man.

Delivery Men Cooperate

One ice delivery man gave the FDA a very valuable suggestion--that each delivery man make sure that families--especially those with babies or small children or sick folks--receive ice before taverns, iced drink concerns, etc.

PTA block leaders made a valuable wartime contribution by inducing household users of ice not only to practice conservation measures, but also to cooperate with one another in neighborly fashion in order to extend the usefulness of all refrigeration available. For example, the families in an apartment house could share the use of an ice box or refrigerator during the shortage. Neighbors having mechanical refrigerators could give trays of ice cubes to other neighbors on the block who were unable to obtain ice for their boxes.

The latest report from Denver indicates that the emergency ice situation there is now under control, thanks to the patriotic cooperation of Denver citizens and local authorities working in cooperation with the Food Distribution Administration and other Government agencies.

So far as the present shortages are concerned, they probably will be solved in Denver and other areas by the coming of cooler weather. But next summer will be another story. All the factors that made for ice shortages this year will be with us again--and they'll be more serious.

The Food Distribution Administration is keeping close watch on the situation. But it would be well for local ice concerns and municipal authorities to begin making plans now for combating any shortage that might arise. Experience this summer in Denver shows that the job can be done successfully only through full cooperation of all concerned.

POTATOES HIT THE HEADLINES

. . . . By Phil Perdue

The ordinary white potato--Solanum tuberosum--has been making the headlines. This spring it was a serious potato shortage that was front page news the country over. More recently it has been the dumping of relatively small quantities of spoiled potatoes that has been given wide publicity. The rapid about-face from scarcity to plenty has been newsworthy in itself.

The potato story really began in 1942, when farmers harvested a crop of 371,150,000 bushels. That was somewhat above average--enough to make a whale of a pile of French fries. But--it wasn't big enough to meet the greatly increased wartime demand for potatoes. So, last winter, the War Food Administration asked farmers to increase production. And to protect growers against sharp price declines in the event that above-average production depressed the market unduly, the WFA announced that it would support prices at designated levels, then equivalent to about 92 percent of parity for U. S. No. 1 grade potatoes.

Production Increase

Farmers did increase production of potatoes, production of the early crop jumping from 53,331,000 bushels to 66,939,000 bushels. But due to freezes in some of the more important early areas, movement of the new crop to market was late. At the same time, we were rapidly using up the storage potatoes from the 1942 crop for food and seed. The first thing we knew, we had a serious potato shortage on our hands.

But the tardy potatoes began to catch up; as a matter of fact, they began to mature about the time the crop in the intermediate States was ready for market. With production in the intermediate States also increased from 30,765,000 bushels to 34,756,000 bushels, there were unusually large numbers of potatoes crying to be marketed at about the same time. And here is another factor that complicated the situation: The early crop is not one that can be stored for any length of time--it must be utilized immediately. This year, largely because of hot weather and inadequate labor for prompt handling in many areas, early potatoes were super-perishable.

With potatoes moving to market faster than consumers could utilize them, the War Food Administration had two choices. It could say to growers, "Look, boys, we asked you to increase production of potatoes and agreed to support prices. But potatoes are coming to market so fast, our support program is going to cost us a lot of money. So we're just going to forget all about price support. We're sorry, but it's just your hard luck." Or--the War Food Administration could say, "We asked you farmers to increase production, promising you a specific price, and you increased production. So we're going to stick to our promise to you. We're going to buy potatoes at the support price, if

that is necessary, and then find some way of eventually making use of this valuable food." The WFA, of course, kept faith with the growers.

Altogether, a total of 6,745 carloads of early and intermediate Irish potatoes had been purchased by the WFA to August 13. The bulk of these purchases were in North Carolina, where 4,543 carloads were bought, and in Virginia, where 1,126 carloads were purchased. Smaller purchases were made in other Southern, Midwest, and Atlantic coast States. But the quantity of potatoes purchased by WFA, while great, represents only about 3 percent of the early and intermediate production.

Canned and Dehydrated

Of the 6,745 carloads, 3,170 have been diverted to canners under contract to the WFA and 179 have gone to dehydrators. Ordinarily these canners and dehydrators do not operate at this season of the year, but were encouraged by the WFA to go into operation unusually early. More than half of the potatoes used by canners were first placed in cold storage until the canning outlets could be located.

More than 998 carloads have been diverted to starch plants--again, plants that do not ordinarily operate until later in the year--to be made into starch that is vitally needed in the weaving of many types of fabrics that are essential to the armed forces.

Some 904 carloads have been distributed through various State institutions and other such outlets to prevent their waste, and 407 carloads have been sold back to regular commercial distributors who were able to market them. About 36 carloads were shipped to Puerto Rico.

The 926 carloads that are still in storage are being moved as rapidly as possible to canners and dehydrators, and it is expected that all will have reached these plants within a short time. A few will need sorting and re-grading before they can be used. Thus far, only 125 carloads have been lost through salvage operations. That is a loss of only 2 percent on purchase operations to date. It is a regrettable loss in wartime, but if the purchase program had not been in effect, it is estimated that more than 50 percent of the potatoes purchased by the Government would not have been dug, thus becoming a complete waste in terms of available food.

Commercial distributors usually do not find it economical to resort potatoes that have more than an average of 10 percent soft rot, since such handling costs more than the potatoes will bring. The War Food Administration, however, has felt that in view of the importance of food in the present war emergency, it should make every effort to conserve food even beyond what is ordinarily considered practical by commercial handlers. It has re-sorted some lots of potatoes having 50 percent or more rot. It's something like the salvaging of the Normandie--it will cost a lot, but when we need all the food that we produce, it is food, not dollars, that talks.

Now--about those 37 carloads of potatoes at Vincennes, Ind. A final tally probably will show that 18 carloads were dumped because of excessive decay. It was a serious loss.

In the handling of the record early potato crop, all available cold storage facilities were utilized to the fullest extent without endangering the space needed for other perishables and without jeopardizing the quality of commodities already stored in such warehouses. As adequate refrigerated space was not available in the Vincennes area--where the 37 cars were to be diverted to processing plants--these potatoes were placed in common storage.

If sufficient labor had been available, the spoilage might have been held to a much smaller degree than it was. Warehousemen and WFA inspectors explored every means of obtaining labor, as well as washing equipment, to do the job. As a final expedient, an appeal was made for help from a nearby Army camp. Some assistance was provided, including the use of Army trucks. But by that time it was too late to salvage more than half the potatoes.

Other Dumping

Some dumping of spoiled potatoes has been necessary at other points--Norfolk and Philadelphia, for example.

Where washers have not been available, a small portion of those dumped have been sound potatoes mixed with rotted ones, as at Vincennes. Such action is unavoidable. In most cases, however, warehousemen, produce men, and other community interests have cooperated to prevent such waste. An example of such community cooperation took place recently at Moorestown, N. J., where voluntary salvage crews helped in the sorting and saved 90 percent of more than 50 carloads.

The potato crop in the 30 late States--the crop that is yet unharvested--also will be large, it is expected. The August crop report estimated production in late areas at 341,372,000 bushels, compared with 287,054,000 bushels in 1942. If a crop of that size materializes, the WFA probably will be called upon to support prices by purchasing more potatoes. And there probably will be some more unavoidable spoilage.

But isn't it the over-all success of a program that really counts? In making shipments to our soldiers and Allies abroad, we have lost some food through submarine sinkings. Yet we like to think of the food that reached its destination rather than that which now rests on the bottom of the ocean.

In the case of potatoes, we should think of the vast quantity of nourishing food that is being conserved rather than the relatively small amounts that must be discarded. We can think of it especially next spring, when, unless present signs fail, there will not be a potato shortage.

WFA SUSPENDS PHILADELPHIA
FIRM'S SLAUGHTER PERMIT

The War Food Administration has suspended the livestock slaughtering permit of the Rainbow Meat Market of Philadelphia, operated by Charles and Andrew Cornaglia. The brothers were charged with slaughtering meat in excess of their quota for the month of April, in violation of Food Distribution Order No. 27, issued March 5, 1943. The suspension followed a hearing held in Philadelphia.

The suspension order further prohibits the Cornaglia brothers from slaughtering or causing livestock to be slaughtered for the delivery of meat or receiving or accepting the delivery of meat for the purpose of resale or delivery to others; and prohibits any person from delivering livestock and meats to the respondents for such purposes.

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UPSON NAMED WFA
TRANSPORTATION HEAD

War Food Administrator Marvin Jones has announced the appointment of Mark Upson of Cincinnati, Ohio, as the War Food Administration's Director of Transportation. Mr. Upson, who is on leave from the Proctor & Gamble Co. of Cincinnati, has assumed his new duties. He succeeds James F. Brownlee, who has resigned from WFA to accept the position of Deputy Administrator of the Office of Price Administration in the Price Division.

--V--

PRODUCTION OF SEED
POTATOES ENCOURAGED

Two steps have been taken by the WFA to help potato growers get reliable seed for 1944 plantings. First, a new seed classification--War Approved Seed--has been created. This will identify that part of the 1943 late crop that is valuable for seed, but that has a higher tolerance of defects than certified seed. Second, price ceilings will be placed on both the War Approved and Certified Seed, the exact ceilings to be announced later by the Office of Price Administration.

--V--

Regulation No. 1 (Grading and Grade Labeling of Meat), issued by the Office of Economic Stabilization, keeps in effect the grading and grade labeling provisions of the OPA price regulations which establish maximum prices for all beef, veal, lamb, and mutton by reference to uniform grades promulgated by the U. S. Department of Agriculture. Regulation No. 1 requires that these meats be graded by Federal graders.

FIGHTING FOOD

. . . . By Elinor Price

Meat is food for fighting men. Keep that in mind and you'll begin to see the why of Government regulations controlling the distribution and consumption of meat in wartime. Then reflect on the fact that people invariably increase their purchases of meat as their incomes go up and you'll begin to get an idea as to why the Government producers, dealers, and consumers must cooperate in the big task of making the supply of meat available to civilians on a share-and-share-alike basis. Last of all, remember that meat has to pass through many hands before it gets on your dinner plate in the form of a sirloin steak or a broiled lamb chop, and that all people connected with meat production and distribution, from the small stock farmer to the western rancher, and from the local butcher to the big packer are involved--and must be regulated.

Put these factors together--the value of meat as a wartime food, the increased demand of the American people for meat, the large number and variety of people in the meat business--and you'll be able to find the answers to the questions that have been bothering you. For instance, why you, a housewife, can't use your red stamps for the kind of meat you'd like to buy; or why you, a butcher in a big eastern city, haven't had the deliveries of meat you feel you are entitled to have; or why you, a small town slaughterer, want to handle larger quantities of meat than in any previous year.

Fighting Meat

Let's take the first all-important item--the value of meat in a fighting man's diet. An American soldier eats almost a pound of meat a day and more than six pounds each week. To a rationed civilian that may seem like a big portion, but the energy a soldier expends on a training field or on a commando raid adds up to something terrific. It takes a lot of the dietary essentials, like protein, iron, riboflavin, thiamine, and niacin to build that energy and to keep that soldier going. Meat is among the richest sources of these food values. So, let's not question the decision of Army cooks to give the soldiers the meat they need.

Meat is vital in the diet of working men and women too. Let's look at the figures. During the 5-year period 1935-39, civilians consumed on a yearly average a little more than 16 billion pounds of meat; in 1942 they bought 17.6 billions pounds; during 1943 they'd like to buy and could afford to buy several billion more pounds than they did in 1943.

Now, consider this rising consumer demand and take into account the wartime-created requirements of the Army, of our Allies, of the Red Cross and other vital organizations, and you get some idea of the enormous potential demand for meat. True, there has been a great increase in the supply of meat. In 1942, approximately 22 billion pounds of meat

were produced. Farmers have been asked to raise that figure by nearly 4 billion pounds in 1943. But there is a physical limit to the amount of meat the Nation can produce. Therefore, some system must be devised to fit the constantly expanding demand into the fixed supply.

This job of trying to meet a big demand with a relatively small supply is called "allocation." It means that the requirements of all groups must be studied and judged; that the needs of one group have to be trimmed down in order to meet the more important needs of another. In actual figures, it means that on the basis of a total estimated meat supply of 23-1/4 billion pounds during the 1943-44 fiscal year, civilians have been allotted 14-3/4 billion pounds; that the armed forces will receive almost 4 billion pounds; and that our Allies will receive roughly 3-1/4 billion pounds. The Red Cross, U. S. Territories, and a reserve stock will account for the rest of the supply.

Allocation is admittedly difficult; a still more difficult job is to see to it that these allocations are followed. When it has been decided that civilians are to receive 63 pounds out of every 100 pounds, it's the job of the Food Distribution Administration to see that the right amounts go to the right groups.

Because the sources of the meat supply and the markets are scattered all over the country and because innumerable farmers, dealers, and processors are part of the big production and distribution job, it takes regulations and orders to keep allocation and rationing functioning.

Order No. 75

On August 15, however, an order of the War Food Administration, known as Food Distribution Order No. 75, became effective. Other regulations have preceded this one, but the new order is more inclusive. Under FDO 75, all slaughterers, whether a farmer delivering less than 10,000 pounds of meat per year or a commercial packer whose establishment is operated under Federal inspection and who delivers several million pounds of meat, must have a license or permit to operate his business.

In order to receive this authorization, the slaughterer must abide by certain rules and regulations. And here is where that allocation system we were talking about really begins to function. All types of meat dealers, whether big or small, receive quotas or percentages of the amount of meat they may deliver to civilians; the remaining meat is then available for purchase by Government procurement agents. Month by month these quotas are adjusted and changed to match the shipments of livestock moving into the processing plants. And, in turn, the value of the red stamps, as you know, are changed monthly to adjust to the total supply and Government requirements.

But difficult and complex as this job is, the fixing of quotas is

only one aspect of the meat distribution problem. It is just as important that the civilian meat supply be delivered to civilians equally and fairly. Rationing is one of the ways of doing this.

Under the pressure of unprecedented meat demand the normal pre-war system of meat distribution will not do the job. American citizens with a great surplus spending power clamored for more meat than was available. In response to these conditions the meat business became so attractive that people all over the country began slaughtering and many local meat handlers expanded their business. By killing livestock and selling the meat directly to consumers, these smaller butchers could get more meat for civilians than the larger, more distant packers. In turn, the competitive bidding for livestock shot prices higher and higher and the commercial packer found it less profitable to distribute meat over wide territories so he reduced his sales area.

As a result, consumers living in excess-supply areas could get all the meat they had ration points for, while consumers living in deficit-producing areas and dependent on meat shipped across State lines by the large federally inspected plants did not receive their full allotment. At the same time Government procurement officers, who are required to buy meat only from federally inspected plants, were not able to buy enough meat to supply Army camps, merchant ships, and other urgent military needs. Not enough livestock was moving into the commercial plants to satisfy both civilian quotas and Government needs.

Equalized Flow

Something had to be done to equalize the flow of meat into all the consuming areas and to guarantee the Government its share. On March 5, Food Distribution Orders 27 and 28 were issued. These two orders were designed to obtain adequate supplies of meat for direct war needs and to control the amount of meat going to consumers. FDO 27 made it mandatory for all persons slaughtering animals for delivery of meat to obtain permits. At the same time they were given quotas limiting them to slaughtering fixed percentages of their 1941 kill. FDO 28 said that federally inspected plants, which were already limited as to the amount of meat they could deliver into civilian channels, must, in addition, set aside a certain percentage of all the meat they produced for purchase by the Government. These set-asides had to be adhered to even though the civilian quotas could not be met.

These sound like pretty stiff measures, but since they have been in effect, they have reduced the black markets, they have increased the movement of livestock into federally inspected plants, they have supplied the Army and other Government agencies with the necessary amounts of meat, and, through rationing, they have meant a more equitable distribution of civilian supplies.

The new FDO order, No. 75, takes the provisions of all these orders

affecting the slaughter of livestock and the delivery of meat and puts them into one over-all order. In addition to requiring all slaughterers to deliver into civilian channels only the amounts of meat authorized by the Director of Food Distribution, the new order requires that packers shall pay for hogs not less than the War Food Administration support price, \$13.75 per hundred pounds, Chicago basis, for 200 to 270 pound Good to Choice butcher hogs, and not more than OPA ceiling prices for live hogs. This provision will help to maintain meat production at the maximum and at the same time will prevent increased meat production from contributing to inflation. The program will be administered through the FDA's seven regional offices, but those national packers, operating interstate on a national basis, will be supervised by the FDA Washington office.

A third aspect of the total meat program was the creation in June of a War Meat Board composed of representatives of the Army, the WFA, the OPA, and the meat industry. The Board assists in bringing order to the whole meat program, watches daily developments, sees where corrections in the regulations should be made, helps in solving tie-ups in the distribution system.

All these regulations and programs, from meat rationing to work of the War Meat Board, are gradually solving the tremendous and complex job of making meat one of the real weapons of war. Even now more livestock is moving into markets, more civilians are able to get more of the meat they want for their red stamps, fewer local shortages exist, and, generally, the meat situation is getting better. It will continue to get better as more civilians, more butchers, farmers, livestock operators continue to join hands in licking the situation.

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SOYA PRODUCTS ALLOCATIONS OF INTEREST TO CIVILIANS

To strengthen U. S. wartime diets nutritionally, more than 12 times the quantity of soya products available last year have been allocated to civilians for the year's period ending June 30, 1944.

While the bulk of the supply will be used for war purposes overseas, particularly for meeting the critical nutritional needs of countries liberated or expected to be liberated by the Allies, the tremendous expansion in production will permit U. S. civilians to use large quantities of these high-protein products. They have been allocated 27 out of every 100 pounds of soybean flour, flakes, and grits produced, or 362,500,000 pounds--a decided increase over the estimated 30 million pounds used domestically last year. Many of these soya foods, only now going into large-scale production, are not expected to be available on a national basis for consumers in any quantity until about October or November.

SCHOOL LUNCHES--1943 EDITION**By Catherine M. Viehmann**

School days - those dear old golden rule days we sing about - are here again. Millions of children will go to school next month. And millions of Government dollars will go to work to help provide learning and lunches for the mental and physical development of the Nation's youth. It is an all-important project.

That these two needs - food for mind and food for body - go hand in hand is now generally accepted. Experts on nutrition, as well as leading educators, believe it is a waste of taxpayers' money to try properly to educate youngsters who are undernourished.

Agreeing with this point of view, Congress has made \$50,000,000 available to the Food Distribution Administration to aid the Community School-Lunch Program, a program more important than ever before. While it is true that our national income is at an all-time high level, many families still lack sufficient income to provide their children with adequate diets. Their difficulties are increased by higher food prices, rationing, and the relative scarcity of certain important foods.

Working Mothers

Then there are other factors to be considered. Many mothers, especially those working in war industries, don't have the time to shop for food and put up nutritious lunches for their children. And many parents, if they do have time, just don't know about food values. It is up to somebody to look after the well-being of these future men and women of ours.

The Federal Government, however, is not assuming the complete obligation for the School-Lunch Program. The Government plans to share the cost of food. Others also must share time, labor, and money if the children are to get the most benefit. Responsibility for starting a program or carrying on one already under way rests primarily with the local community.

One community - down in Rains County, Tex., - handled its problem in this way. Estimating that 80 percent of the children attending his school were actually hungry, the principal started the ball rolling. The school trustees borrowed money, which, together with contributions of time, material, and equipment, enabled them to build a kitchen. Parents cooperated in every way they could although their contribution was small because they live in a very poor community located in the middle of a sand flat from which they derive a scanty living. One father of three children gave his last \$2 to the lunch program, saying he was glad to give all the money he had to the cause since it meant the only good, nourishing meal his children had during the day. The mother was dead

and there was no one at home to prepare food for the children, even if there had been any to prepare.

What is your community doing? Your State? About half of the States now make some provision for school lunches. Some of them appropriate money out of the State treasury; others levy taxes to raise funds for the work. Still others endorse the program but do not lend a helping hand.

The FDA is again ready to help communities to help themselves. Specifically, the 1943-44 plan is this: The FDA will enter into agreements with sponsors of school-lunch programs. The sponsors will buy specified foods and FDA will reimburse them up to an amount determined by the number and type of lunches served.

Sponsors may buy locally from farmers or merchants. They may buy milk and cheese; fruits and vegetables; meat and poultry; eggs; dry beans and peas; soybeans; peanuts and peanut butter; butter, margarine with added vitamin A, lard, and other cooking fats and oils; cereals. They will be paid by FDA promptly after they send in simplified records.

Federal Funds

Any public and nonprofit private school or child care center is eligible to participate in the program as long as Federal assistance is necessary in order to serve nutritious lunches to all children. Although the program is not limited to children from low-income families or to low-income schools, it is obviously desirable to give assistance where the greatest need exists. Federal funds available for the program are probably not adequate to grant aid to all schools which are in need of a lunch program or which may request Federal assistance.

School feeding is part of the national nutrition program. It also is a part of the Government's wartime responsibility to see that the food requirements of all groups in the Nation are met. And through the development of better domestic markets, the program will be of long-term benefit to agriculture.

In line with the principles of good nutrition, the rate of indemnity will be in proportion to the nutritive value of the lunch and the number of children served. Children unable to pay must be served without charge, and no distinction is to be made between those who pay and those who do not.

Three types of lunches are suggested. "Type A" is a complete lunch to give the child from one-third to one-half of his nutritive requirements for the day. "Type B" lunch is less adequate nutritionally, and "Type C" lunch consists of milk only. As milk is made available in all lunches, the school-milk program, popularly called "Penny milk," is now a part of the School-Lunch Program.

"Milk is something no child should go without," Mrs. Roosevelt has said. This fact was brought home very forcibly to the science class of a Connecticut high school which carried on a white rat experiment to prove the value of milk. Of course, the rat that was fed milk was a glowingly healthy animal; the other, a sickly little fellow. The girls of the class were expressing pity for the "no milk rat," when the manager of the cafeteria came along and overheard their comments. She remembered an interview she had recently had with some of the girls - those who chose a dessert and candy for lunch. The girls had argued that at home they ate what was necessary, so at school they ate what they liked. It was just the opportune moment for her to express sympathy for the "no milk girls." Most of them got the point!

Food is the spark plug that starts the engine. Labor is the fuel that keeps the machine running. Equipment is the lubricant that helps the machine to function smoothly. All are needed, in some degree, for the operation of a school-lunch program. But there is no unified plan. It varies according to interest and available resources.

Some communities have well-equipped kitchens; others, makeshift service units. Some hire labor; others rely on volunteers. In some schools the pupils help. Workers may obtain many valuable suggestions from an FDA publication just off the press -- "Handbook for Workers on School-Lunch Programs, with Special Reference to Volunteer Service" NFC-3.

Good Citizen's

Reports coming in from all over the country testify to the value of the Community School-Lunch Program. One teacher wrote "I believe a full stomach is as conducive to good behavior as it is to good study." Among the most enthusiastic reports are those from schools that planted gardens this summer. They are indeed fortunate boys and girls who live in a school district that has a generous supply of home-grown and canned foods. Children from such schools should grow up into good citizens and make a better world for all of us.

The program is a step in the direction of recognizing that we need a better-fed Nation and that in the months immediately ahead when we face food shortages, we will be making doubly sure that the food needs of the children will be definitely met. What we do now will be broadcast upon the waters. If we neglect the youngsters of today, the price we will pay tomorrow will be high.

"God is Great, Amen," prayed Sam, a small but fervent participant in a southern school-lunch program, and then added "Now we can eat."

That was last year. Before Sam and the nearly 30 million other school children can eat lunch at school this year, much planning and work will have to be done by members of your community. The FDA will pay for some of the food. But for the rest: IT'S UP TO YOU!

TURKEY EMBARGO ORDER
TIGHTENED BY AMENDMENT

The War Food Administration has moved to stop all further sales of turkeys to civilians after August 21 and until the armed forces' request for 10 million pounds of turkeys for overseas shipment is met. The new restriction was issued as an amendment to Food Distribution Order No. 71, which became effective August 2. That order prohibited the sale, purchase, or processing of live or dressed turkeys, except as authorized by designated Government agencies, but did not apply to those turkeys which were in storage before August 2.

The amendment requires that those holding turkeys in storage on or after August 21, 1943, set aside and hold the turkeys for delivery to a governmental agency. It permits the release for canning purposes, however, of the storage turkeys set aside under the order, as amended. Release of storage birds for this purpose must be obtained from the Regional Directors of the Food Distribution Administration. Thus, between August 2 and 21, holders of storage turkeys will have had an opportunity to clean up their stocks and to take advantage of present ceiling prices which are higher than those scheduled by the Office of Price Administration for September and October.

The turkey order as amended now applies to turkeys in storage before August 2, as well as to 1943 crop turkeys which are to be marketed in the next few weeks to fulfill the emergency request of the armed forces. It affects producers, processors, packers, wholesalers, retailers, restaurant owners, hotel and dining car operators, and civilian consumers, without regard to previous contracts. While the order is in force, it is expected to provide a safeguard against the development of black market traffic in turkeys, which might extend the period of the ban or which could prevent fulfillment of the emergency requirement.

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Average income of U. S. consumers rose 1 percent from an annual rate of \$1,026 in April to \$1,035 in May. Consumers' cost of the "food basket," representing average annual consumption per consumer for the 5 pre-war years, 1935-39, rose less than 1 percent from \$166 to \$167. These foods could be purchased for 16 percent of income in each month since September 1942, the lowest share on record since 1913. In 1935-39 purchase of the same foods took 22 percent of average income, compared with 33 percent required in 1919.

Expenditures for foods were slightly higher in May than in April, at about 19 percent of income. Total consumer expenditure for all goods and services, after seasonal correction, showed nearly 7 percent increase from April to May, and showed a slight decline before seasonal adjustment. Food expenditures averaged less than 30 percent of total expenditures for all consumer goods and services in April and May.

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RICE FACTS

. . . . By Margaret E. Beckman

The next time you have rice for dinner, ask your sister where it was produced. Chances are she will say, "China" -- just like that. Then you'll have an opportunity to say, "Oh, no. Practically all our rice is produced right here in the good old United States. As a matter of fact, sis, we're even exporting rice."

Sis will glare at you.

If that doesn't squelch you, ask your father a nifty like this: "Say, pop. Where did rice come from originally?" Pop will look up and say "China" -- just like that. Then you can say: "Gee, pop, you almost got it right. Rice is believed to have been first cultivated somewhere in the area extending from southern India to Cochin-China far back in antiquity. It appears to have spread into China possibly as early as 3,000 B.C. and much later into Iran, Arabia, Egypt, and finally into Europe."

A little questions-and-answers session at the dinner table, with you as master of ceremonies, is a foolproof way of losing friends and alienating people.

Interesting Crop

But rice is an interesting crop; and consumers probably know as little about it as any food produced in this country. So, if you are willing to read on, here are some more rice facts that may fill in the blank spots in your knowledge of this very excellent food.

After migrating around all over Asia and Europe, rice was brought to this country and planted in South Carolina--that was along about 1685. North Carolina and Georgia took it up and in 1859 these three States produced most of the rice raised in this country. After the Civil War production declined along the Atlantic coast and by 1889 Louisiana assumed the lead it has held ever since. Today Louisiana, Texas, Arkansas, and California produce practically all the rice consumed in this country.

This year rice will be exported from these States to Canada, Cuba, and Caribbean defense zones. More will go to our territories--Hawaii, Alaska, and Puerto Rico. Still more will be needed for our armed forces and civilians. It all requires a big increase in production.

And we will have a big production this year--a record production, in fact. In the three southern rice States--Louisiana, Texas, and Arkansas--production is indicated at 58,179,000 bushels, compared with 54,771,000 bushels last year. In California, indications point to a crop of 12,597,000 bushels, compared with the 1942 production of 11,592,000 bushels.

At any rate, there will be enough rice this year for you and you and you, with consumption averaging about 6.0 pounds for every man, woman, and child in the United States. That compares with 6.2 pounds in 1942, 5.5 in 1941, and 6.2 during the 1935-39 period.

Of course, even the heavy rice eaters here can't hold a candle to some of the oriental peoples. Per capita consumption in Japan and Thailand during pre-war years averaged between 300 and 400 pounds; in India, China, and the Philippines, it was about 200 pounds; and in Hawaii, about 177 pounds. Rice is definitely the staff of life in the Orient, just as wheat is here.

Brown rice--the unpolished kernel--is a very nutritious food. Besides protein and fat in good quantity, brown rice has a fairly high calory content. It also contains calcium, phosphorus, and iron among the minerals; and important thiamine, riboflavin, and niacin among the vitamins. White rice, of course, has less nutritive value than the brown--some of the important components of the grain being lost in the polishing process.

Vitamin B₁

Thiamine or vitamin B₁ is one of the very important nutrients lost in the polishing of rice. Among people whose principal article of diet is polished rice, Chinese and Japanese, for instance, the human deficiency disease--beriberi--has widespread occurrence. The disease, which has been known for a long time, was first shown to be due to an unbalanced diet in 1883, when an outbreak of beriberi in the Japanese Navy was controlled and further outbreaks prevented by supplementing the usual diet of polished rice and dried fish with meat, vegetables, and milk. The isolation and identification of vitamin B₁ as the substance necessary to prevent beriberi were the result of a long series of investigations begun by C. Eijkman in 1897 and carried on by research workers in many parts of the world. The story of the development of the vitamin theory and identification of many of the factors of diet is a long and interesting one that extends over a period of more than 40 years. During that time a science of nutrition has grown up that gives us an insight into the structure and function of many vitamins. But don't forget that rice was the food that started it all.

Some of the rice by-products are very useful. Rice bran, for instance, is a good feed for cattle, hogs, horses, and mules. Rice "polish"--the layers between the bran and the white portion of the kernel--is also a good livestock feed. Furthermore, the "polish" is adaptable to the manufacture of buttons, soap, and oil. Broken kernels, sold as "second heads," "screenings," and "brewers' rice," are used in the making of fermented beverages and as a source of flour and starch. Rice starch has a wide commercial use in the cosmetic industry as a base for face powder, in laundries, and in the sizing and finishing of textiles. It could also be employed in making pastes, glues, adhesives, vinegar, acetone, and alcohol, but has little industrial utilization for these purposes at the present time.

Because of its peculiar growing needs, profitable production of rice is limited to land where there is an impervious under-layer of clay, commonly called "hard pan," covered with a layer of relatively shallow top soil. This formation insures retention of water under irrigated cultivation. Louisiana, Texas, and Arkansas contain large acreages particularly suited to rice, and that is one of the reasons rice is the principal cash cereal crop grown in some areas of those three States.

Rice is grown about the same as other small grain crops except that the soil is submerged from 60 to 90 days during the growing season. To facilitate flooding, rice fields are divided into subfields permanently located on contour lines and spaced so that irrigation water can be held by levees at an average depth of 4 to 6 inches. The levees are gently sloping to prevent interference with seed bed preparation, seeding, and harvesting operations. Irrigation water is usually obtained from streams and wells and is delivered by ditches or pumps to the rice fields.

Seeded by Airplane

In California much of the rice is seeded in submerged fields by airplane. But in parts of California and in the South, the rice is sown in dry soil, and when the young rice plants reach a height of from 6 to 8 inches, the soil is submerged 1 to 2 inches. As the plants grow taller, the water is added until it reaches a depth of from 4 to 6 inches. The fields remain flooded until the rice is fully headed.

Rice farm management and marketing systems vary considerably. In Louisiana production is confined almost entirely to small, individually owned farms where other crops also may be grown. Operations in Texas are on a larger scale, with rice farms ranging from units of 1,000 acres to 5,000 or 6,000 acres. Arkansas follows both systems, but the smaller farms predominate, with an average of 160 acres, most of which are in rice.

In some areas of Louisiana, rice is a "trade-in" crop at the general store for most growers--other foods and supplies being received in exchange. Small rice "huller mills," common only to this State, provide an easy method of preparing the rice for local consumption and home use. In Texas, grower cooperatives conduct almost all of the rice business. They supervise the quality of seed planted, handling, threshing, and details of harvesting and marketing.

While there are many varieties of rice, Blue Rose is the most popular at the present time. Trade reports for 1942 estimated the production of this variety at about 14 million barrels, or approximately 38 percent of the entire crop. The grain of this variety is of medium size. About 25 percent grown was early Prolific, Rexora, Patna, and Fortuna, the latter two being long grains. Patna is grown largely in Texas and is frequently called "soup rice," probably because the grains hold their shape and separate more easily after cooking than most varieties.

Before we got into the war, California grew a variety of rice it called Japan. But that name didn't sit well with the rice industry. So the U. S. Department of Agriculture--having Pearl Harbor in mind--changed the name to American Pearl. The subclass names Japan and California-Japan also were changed to Southern-Pearl and California-Pearl, respectively.

What the future holds for rice is problematical. Since current demand is about equal to production, it is believed that until the close of the war and for probably 2 years thereafter, an active export market in rice will exist in addition to the excellent domestic market. If imports from the Orient go back to their pre-war level, market demand for domestic rice will drop sharply unless some industrial outlet is found.

In the meantime, rice growers find themselves in an excellent position. With a crop suitable only to certain areas, and a record demand for the home supply due to world conditions, growers can count on a good price for their product and probably will increase their plantings in 1944.

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WFA ASKS EXPANDED OUTPUT OF PRESERVES

Manufacturers of preserves have been strongly urged by the WFA to expand production of jam, jelly, marmalade, and fruit butter in order to swell the 1943-44 supply of bread spreads for domestic consumption. This action is part of a program designed to make possible increased consumption of the more plentiful foods, particularly cereal products, through the most strategic utilization of less abundant foods, such as fruit and sugar. More preserves are needed to insure that the increased quantities of bread available to civilians will be highly palatable.

The Office of Price Administration has increased ration allowances of sugar to commercial producers of preserves to facilitate the production of 500 million pounds of jams, jellies, and other types of preserves, as called for by the WFA. This figure represents an increase of about 200 million pounds over last year's supply for civilians.

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The OPA has moved to clear up misunderstanding in trade circles by stating that red ration stamps, and not the blue, should be given up by consumers when buying chili con carne.

This misunderstanding had grown out of the fact that chili con carne is sold in two forms: (1) In the form of bricks, and (2) as a canned item consisting of chili con carne with or without beans. Both items come under the meats-fats rationing program, and, therefore, red stamps must be surrendered by persons buying them.

-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Food Distribution Administration, War Food Administration, Washington 25, D. C.

Agriculture's Attack for 1944 (Address). . . . By Marvin Jones, before the American Farm Bureau Federation, Monroe, La., August 18.

Agriculture Prepares for Post-War Period (Radio Talk). . . . By Claude R. Wickard, over the Blue Network, August 4.

Planning Meals for Industrial Workers

National Wartime Nutrition Guide

Comparative Manufacturing Performance and Fiber Properties of Certain Long-Staple Cottons

The Effect of Type and Density of Bales on Spinning Quality of Cotton

How To Make Standard Containers from Second-Hand Boxes

Sugar Statistics for Calendar Year 1942

Sugar Statistics for the First 6 Months of 1943

Facts on Food Waste

Tentative United States Standards for Grades of Dried Zante Currants (Effective August 15, 1943)

Marketing Northwestern Fresh Prunes, Summary of the 1942 Season

Marketing Florida and Georgia Watermelons, Summary of the 1943 Season

Preliminary Review of the 1943 Eastern Shore Potato Season

Marketing Potatoes--Kaw Valley, Kans.; Orrick District, Mo.; Arkansas; and Oklahoma. Summary of 1942 Season

Summary of the 1943 North Carolina Potato Season

Brief Summary of the South Carolina Potato Season

Marketing Florida Citrus, Review of 1942-43 Season

